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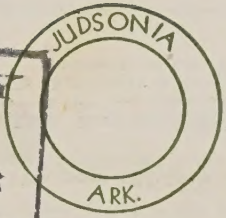
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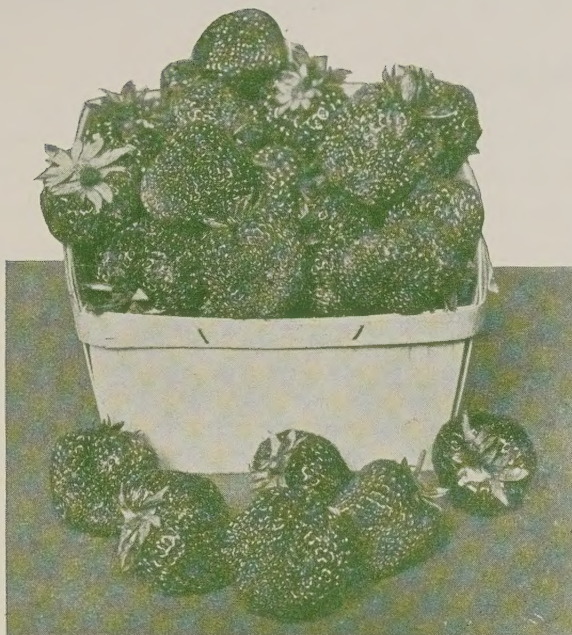
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WALLER BROTHERS
 JUDSONIA, ARKANSAS

I Would Read Contents Carefully



SENATOR DUNLAP

SENATOR DUNLAP (Mid-Season)

The Best for the Mid-North Berry Grower

The Sen. Dunlap is an old standard variety strawberry which has been successfully grown for many years. It is a free plant maker, very hardy, and produces an enormous crop of excellent quality berries.

The Dunlap is one of the most favored varieties in the North and mid-North, apparently being very resistant to frost injury. Its dark red fruit ripens mid-season.

CHAMPION K

A Good Early Berry

The Champion K, although not as popular as many mid-season and second early berries, is one of our best earliest varieties. It ripens with Excelsior, the earliest strawberry grown.

The fruit of Champion K is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliated plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

EVENING STAR

The fruit, plant growth, and season of ripening of the Evening Star resemble the Gandy so closely that they can hardly be discerned. This berry ripens late, has a hardy plant growth which withstands drouthy conditions well, and fruits excellent quality berries. Unlike the Gandy, however, it is perfect flowering.

The fruit stems of the Evening Star grow in such a position that the berries seldom rest upon the ground. There are no "white sides" to this berry when it ripens. It is a fair shipper and adequately fills the bill as a good, all-round late berry.

Cuero, Texas.

Gentlemen:

My first order from you came in last week in fine condition and I like them so well that I am ordering this additional thousand.
F. T.

▼ ▼ ▼

Holcomb, Missouri.

Gentlemen:

Please accept my sincere thanks for the exceptionally well rooted Mastodon plants, which arrived in good condition yesterday. Thanks a million. Please send me your catalog. I hope to order other plants then.

L. B.

IMPORTANT

IF YOU ARE PLANNING TO ORDER OUR PLANTS, BE SURE TO READ THIS LETTER

With the sacrifices of this war must also go the sacrifices of business enterprises all over the world. We are justly proud of the small part we have had in this sacrifice . . . not that we like doing without the things we had grown to consider the "necessities", but that we like to feel that we're doing our share to hasten Victory. In not being able to place before you a beautifully illustrated piece of advertising this year, we are passing on to you a saving in our plant prices, which we have kept as low as possible.

You may rest assured, however, that the one item which has made us known all over the country, has NOT been sacrificed—that is the quality of our plants. As shown by the many testimonials on our records, WALLER BROTHERS' plants are always dependable, strong-rooted and disease-free.

To you, our old customers, we are sure we need no letter of introduction. May we take this opportunity to thank you for your past favors and say that we are looking forward to many more years of friendly association with you. To our new customers, let us say that we are anxious to serve you and prove that we merit the name of "The Honest Plant Growers." To all, both new and old, we ask that you allow us more time than usual in taking care of your orders. As in all parts of the country, we are short of labor, both in the fields and in our packing house, and we know that there will be delays and dissatisfaction because of this lack of help. We are sure that you will cooperate with us by giving us your orders early and being patient should there be a delay.

We invite your inspection of our selection of excellent varieties and look forward to the opportunity of serving you.

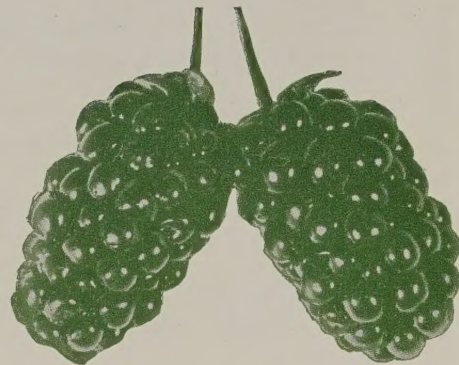
WALLER BROTHERS.

✓ LUCRETIA DEWBERRY

The Lucretia (The Creeping Blackberry) is so far ahead of any other variety of the Dewberry that we have discontinued growing other kinds. The berries are a deep glossy black, large in size, and of a fancy quality. As Lucretia fruits at the close of the strawberry season, and about two weeks before ordinary blackberries come in, there is always a demand for Dewberries on the market. The Lucretia bears long, cylindrical-shaped berries which are very firm.

This variety of Dewberry is the only disease-resistant type yet produced. The plants are vigorous growers, hardy in the South and mid-South.

Dewberries are very easy to cultivate and, due to their large size, they are not difficult to pick. The common method of growing them is to plant in rows seven feet apart, setting the plants five feet apart in a row. In the Northern states the Dewberry is not perfectly hardy and a straw mulch is usually used to cover the entire field. In the South and mid-South this is unnecessary unless the vines are to trail on the ground. Straw mulch is sometimes used then to keep the ripening berries from coming in contact with the ground. Often the vines are trellised on a single wire. You cannot buy better Dewberry plants than Waller's True-to-name plants.



La Villa and Donna, Texas.

Dear Mr. Waller:

Please find check enclosed as balance on plants. We wish to state that out of the 255,000 plants we don't believe we have lost 10 plants. They are doing very fine and an occasional runner is showing up. Many thanks for supplying us with such fine plants.

O. S.

▼ ▼ ▼

Guthrie, Oklahoma.

Waller Brothers:

Enclosed you will find a check for which send me strawberry plants. We have some friends here who have some of your plants, and they are the finest I have ever seen.

M. Mc.

▼ ▼ ▼

Pine Bluff, Arkansas.

Waller Brothers:

Please ship me the following order . . . I began ordering berry plants from Mr. N. A. Waller forty years ago and have continued to buy plants from the Wallers practically ever since. I have never bought a strawberry plant from anyone else.

N. H. W.

▼ ▼ ▼

Lake Charles, La.

Waller Brothers:

I received plants last Sunday morning in nice shape. I was very well pleased with them. I want to give you thanks for the service you gave me.

A. H.

▼ ▼ ▼

Columbus, Mississippi.

Gentlemen:

Your Boysen and Nectar berries arrived today in perfect condition. We have never seen plants with better roots.

F. Plantation.

▼ ▼ ▼

El Cajon, California.

Sirs:

Enclosed find amount for express. Glad to let you know the plants doing fine. We just lost one plant from all shipment.

P. M.

STRAWBERRY COLLECTION NO. 1

With this collection you will have plenty of berries for the table, and some for canning purposes.

100 Bellmar.....	} \$3.00
100 Blakemore.....	
100 Massey.....	
	Postpaid



AROMA

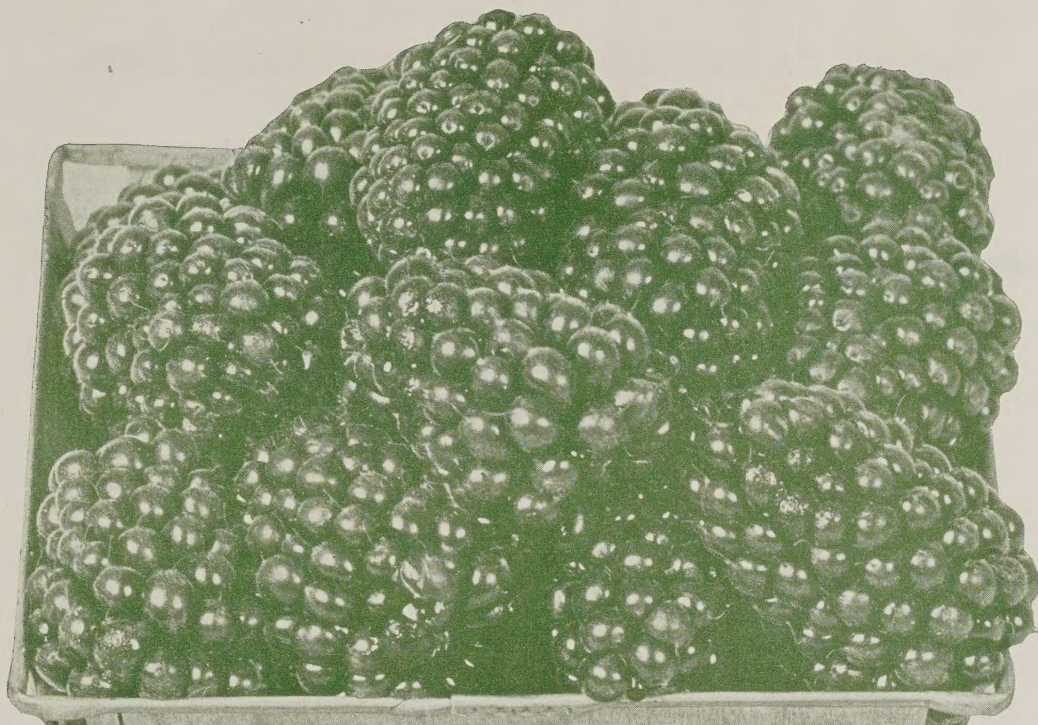
✓ AROMA

LATE — SAFE FROM FROST

No late berry that we have ever grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive—the Aroma is by far the best money-making late variety produced in the South. It is very firm, bright red through and through, and of enormous size. In our fields no other late berry has ever matched the Aroma in size, yield, or hardiness. For that reason we have discontinued many late varieties after giving them a trial.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions better than any other late berry. As a shipping berry it is unexcelled. It is highly tart and continues to bear long after mid-season varieties have gone.



IMMENSE BOYSENBERRY

The Boysenberry is a cross between Cuthbert Raspberry, Loganberry and Blackberry, developed by Rudolph Boysen, grower and superintendent of parks at Anaheim, California. The nurseries now have another big berry for release to the nation's growers that is likely to supplant the Youngberry, as a can crop and fresh product. It is larger and somewhat later than the Youngberry which created quite a furor several years ago and above all the Boysenberry has a most remarkable and delicious flavor, partaking of those of its three parents. In growth, the Boysenberry is much the same as the Youngberry and you can easily grow from 10 to 30 plants from each plant set. Many growers claim 50 to 65 plants.

Now, Mr. Berry Grower, you who have a small garden will

never regret setting 10 to 20 of these plants which will produce all the berries you can use—fresh, canned, jam and jelly—and still have plenty with which to make your friends and neighbors happy. We urge each and every one of our customers to set some of these plants.

Boysenberry is a very sturdy plant. Don't think because it originated in California that it is subtropical. We know the plants are grown in Florida, Oklahoma, Ohio and Oregon. It appears that neither heat of Florida nor cold of Ohio, dampness and humidity of Oregon and Florida, or dry Oklahoma has hurt them in the least. Boysenberry is so sturdy we believe it can be grown successfully in our coldest states if canes are left on the ground during the winter and mulched with straw.

THORNLESS BOYSENBERRY

We are happy to offer you this great berry which is without a thorn and this means much in the handling. Another great advantage is it ripens a week ahead of the thorny Boysenberry, which alone is a material advantage, as it gets your berries on the market while the prices are higher and that often means a big

difference in your profit. The berries themselves, are identical, both in size and flavor, but the canes are perfectly smooth, which means great economy and comfort in handling the vines and picking the berries.

PLANTING AND CULTURE OF VINE BERRIES

The best time to set out plants is as early in spring as the ground is workable. Nectarberries and Boysenberries can be planted in rows 8 feet apart with plants 8 feet apart in drill. Dewberries are spaced the same distance between rows but about 4 feet between the plants. With all of these berries, the vines are left to grow on the ground the first year, keeping all of the canes in a row growing in the same direction. By keeping the vines in adjoining rows trained so that they grow in opposite directions on the ground, the cultivation can easily be done in same direction, up one row and down the next, without danger of the cultivator running into, tangling up and injuring the ends of the vines.

PLANTING PROMPTLY: Plants should be set as soon as received. If they appear dry when received, place in water to soak for a few minutes. If ground is not ready, hill them in a furrow; shelter from sun until ground is ready for the plants.

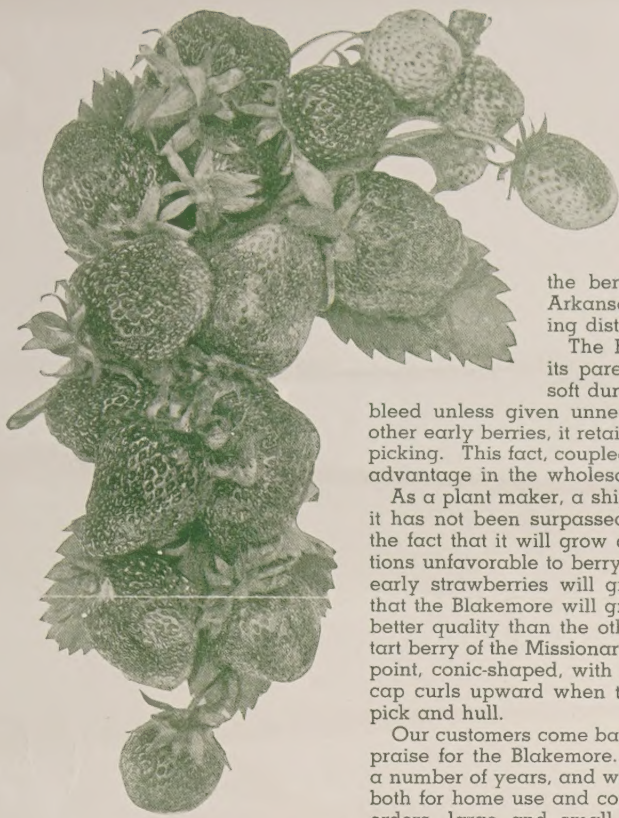
FERTILIZING: If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. Do

not put any fertilizer in the hole when planting, as that is a good way to burn them up. After the plants have become well established, it is ample time to apply fertilizer and you can then give them plenty. Owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary.

TRELLISING: The canes should be put on wires just before the buds begin opening in the spring. First wire should be 30 inches off ground and the second year you should add another wire some 15 inches above the first. You should do this for the reason of a much heavier growth of vines for the second year.

PRUNING: Each spring new canes will start growing for the bearing of the following year's crop. We advise the removing of these canes when they are 12 inches to two feet in height. In other words, raising one crop at a time, first the berry crop, and then the cane crop for the next year's bearing. Then, when the berry crop is finished and the canes that have been bearing are cut off, the new canes are allowed to grow on the ground as the first summer.

Our THREE LEADERS This Year



BLAKEMORE

Our "Number One" berry this year. We will have a larger supply of this variety than any other to offer you, and we feel that we have concentrated on the "Number One" where quality and productiveness are concerned. The Blakemore has been successfully grown from Maryland to California. Ninety-nine per cent of

the berries shipped from White County, Arkansas, the second largest berry growing district in the country, are Blakemore.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not

bleed unless given unnecessary abuse and, unlike many other early berries, it retains its bright red coloring long after picking. This fact, coupled with its earliness, gives it a great advantage in the wholesale markets.

As a plant maker, a shipping berry, and a prolific yielder, it has not been surpassed, and added to these qualities is the fact that it will grow and yield a fair crop under conditions unfavorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more berries of a better quality than the other varieties. The Blakemore is a tart berry of the Missionary type. It is slightly blunted at the point, conic-shaped, with broad shoulders. Its bright green cap curls upward when the fruit is ripe, making it easy to pick and hull.

Our customers come back year after year with nothing but praise for the Blakemore. We have fruited it ourselves for a number of years, and we can recommend it to all growers, both for home use and commercial purposes. Give us your orders, large and small. We are prepared to fill them. Special quotations on 25,000 or more.

MISSIONARY

The Missionary, even after a quarter of a century of extensive planting, is still outstanding in yield and plant vigor. We ship millions of Missionary plants to Florida and the Gulf Coast annually.

This old variety is an excellent plant-maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high-quality berries. However, we do not recommend its being planted north of Missouri, as there are several other varieties better adapted to the colder climate.

Our plants are from the original stock of Missionary, healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary. We believe that we grow and sell more plants of this variety than any other plant dealer in the United States.

IMPROVED KLONDIKE

This sure-cropper is third on our list only for the reason of its scarcity this year. It is the leading berry in the East. That it is a favorite is shown by the fact that we sell millions of this old variety even after years of testing and improving other varieties. In dessert quality, shipping and plant making, this berry cannot be surpassed in climates suitable to its culture. It is the leading berry in North and South Carolina, and is also a leader in California and other extreme Western States. In Louisiana, it ranks with the Klommore as a leading variety. It yields a heavy crop of fancy fruit, and is adapted to a wide range of soil conditions. WALLER BROTHERS' Klondike plants are true-to-name, vigorous and healthy.

MID SEASON MASSEY

This variety was introduced because of its dessert quality, beauty, and large size. It is a mid-season berry, ripening after the first crop of Blakemore. The cap is medium to above in size and bright green. The seeds are small, about even with the surface, and mostly yellow. The berry has a yellowish under color and becomes bright red, not a deep red like that of the Klondike, Missionary, Fairfax or Fairmore. It holds its color, gloss and flavor even better than does Blakemore. Because of its beauty, size, firmness, and high dessert quality, it is a superior variety for the fancy trade.

In plant growth the leaves are a deep green and hairy on both sides. The foliage has been freer from leaf spot than Blakemore, Missionary, or Klondike. It is classed as a medium plant maker.

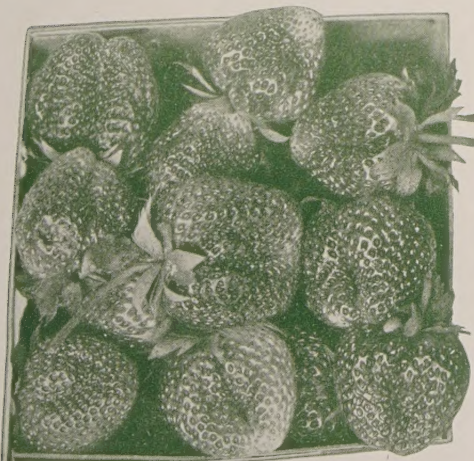
MAY TIME

Introduced as the highest quality extra early berry and recommended for as far west as Oklahoma and Kansas. It is a cross between Missionary and Fairfax. May Time is usually fruited 4 to 8 days earlier than the old early varieties, thus a large portion of the crop is harvested well ahead of the regular season. May Time cannot be compared with the old early varieties, as it is fully equal to the best standard berries in firmness, beauty, and dessert quality. The color of the berries is darker than Blakemore and lighter than Premier. They do not turn dark on holding.

Plant growth: The May Time makes plants freely and a good fruiting bed is soon formed. Plants are medium large with plenty of foliage for protection of the blossoms. Resistant to both leaf spot and scorch. The berries average large at first and medium to large later in the season. They compare favorably with Dorsett and Blakemore. Flavor of May Time is much sweeter than Blakemore and Missionary. Dessert quality is high, juicy, with a fine, firm texture. A bright red berry with skin glossy and firm. To the grower who values earliness, firmness and high quality, we recommend this variety.

PREMIER

This is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the Premier must have a number of admirable qualities. It is a very successful berry in the North and East, is the earliest standard strawberry to ripen, and it has a long fruiting season. The plants are sturdy and productive. Berries are large and of uniform size.



PREMIER

Guarantee

You are fully protected when you buy WALLER BROS.' quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of the purchase price.
2. We guarantee our plants to be state inspection and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no conditions shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

BELLMAR

A FANCY EARLY SHIPPING BERRY

The Bellmar has a number of qualities which make it outstanding in any list of strawberries. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruiting about as long. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality.

The Bellmar plant growth is bright glossy green. The berries are a luscious bright red. Their bright green cap gives them a very effective appearance. This, together with their large size, makes one of the most beautiful berries we have ever grown.

KLONMORE

This New Variety comes from Louisiana where the growers have been growing it for the past four years and many of them have discarded all other varieties claiming Klommore is far superior to Blakemore and Klondike for earliness, prolific bearing, disease resistance as well as its good eating quality. We know the Louisiana growers are capable of judging good strawberries. This variety is being tried out here and the growers seem to be well pleased with them.

DORSETT

Vigorous plant growth, firm, rich red berries of tasty dessert quality, high yielder of fancy fruit, and almost a sure cropper—these are some of the qualities which make Dorsett an outstanding variety.

Wherever tried it has been found to excel almost every other early berry in quality, and in many sec-



tions it promises to be a serious contender for commercial prominence. So rich in flavor growers along the eastern coast are turning away from the favored Premier to the newer Dorsett.

In color and appearance the Dorsett is rather distinctive. This berry is dark red in color, of a brilliant hue, and it holds this color well.

The calyx of the Dorsett is bright green, the size of the berry unusually large, and its shape very attractive.

GANDY

The Old Standby

In color, texture, and quality the Gandy ranks near the top. It is a good shipping berry and if planted with Aroma, will produce a fair yield.

The Gandy blossoms late and is seldom injured by frost. Its plant growth is strong and abundant, its foliage heavy and of dark green color. To anyone who understands fruiting the imperfect blossoming berries we recommend the Gandy for a late variety.



THESE PRICES SET ASIDE ALL FORMER QUOTATIONS

	Postpaid		Not Paid		
	100	250	500	1,000	
Aroma	\$1.25	\$2.75	\$4.25	\$ 8.00
Blakemore	1.25	2.75	4.00	7.50	\$35.00
Bellmar	1.25	2.75	4.25	8.00	37.50
Champion K	1.25	2.75	4.25	8.00
Dorsett	1.50	3.00	5.25	10.00
Fairmore	1.50	3.00	5.25	10.00
Imp. Klondike	1.25	2.75	4.25	8.00	37.50
Klommore	1.25	2.75	4.25	8.00
Premier	1.50	3.00	5.25	10.00
Missionary	1.25	2.75	4.25	8.00	37.50
May Time	1.50	3.00	5.25	10.00
Massey	1.50	3.00	5.25	10.00
Senator Dunlap	1.25	2.75	4.25	8.00
Evening Star	1.50	3.00	5.25	10.00
Gandy	1.50	3.00	5.25	10.00

BOYSENBERRY

	Postpaid		Not Paid		
	6	12	25	50	
One Year Thornless.....	\$1.00	\$1.75	\$3.00	\$4.00	\$30.00
One Year Thorny75	1.25	2.00	2.50	5.00

LUCRETIA DEWBERRY

One Year Plants.....	\$.75	\$1.25	\$2.00	\$2.50	\$5.00	\$20.00	\$35.00
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INSTRUCTIONS

WHEN TO ORDER. Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No orders will be shipped before October 20, and orders shipped after April 20 will be at purchaser's risk.
CASH in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2 or less. We prefer money order.
PRICES ON ALL PLANTS quoted in this bulletin are prepaid to any destination in the United States, unless marked "Not Prepaid." These prices supersede all former quotations.

LARGE QUANTITIES. Where customers wish to order larger quantities than those quoted in this calendar write us your needs.

PACKING. We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

TRUE TO NAME. Read our Guarantee.

REFERENCES: Bradstreet & Dun, Farmers and Merchants Bank, Judsonia, or any Waller Customer.

WALLER BROTHERS

ORDER BLANK

Ship To	JUDSONIA, ARKANSAS	Date of Order
Post Office	Long Distance Phone 78F2	Ship When
Street or Box No.	Express Mail Freight	Cash Received
Express Office	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	C. O. D.
State	Order No.	Charge
		Total

QUANTITY ORDERED	NAME OF PLANTS	REMARKS

Please add the names of a few friends who might be interested in our catalog.

NAME	ADDRESS
NAME	ADDRESS

Name_____

Town_____

State_____

WALLER *Brothers*

The Honest Plant Growers



*World's Largest
Shippers of
Strawberry
Plants*

JUDSONIA,

ARKANSAS

*Year After Year More People Buy
Waller Bros. Strawberry Plants*



BLAKEMORE